

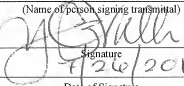
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Susumu Nakagawa  
Serial No. : 09/878,581  
Filed : June 11, 2001  
For : IMAGE CONTENT AND ADVERTISEMENT DATA  
PROVIDING METHOD, SYSTEM, AND APPARATUS  
Examiner : Sheleheda, James R.  
Art Unit : 2424  
Confirmation No. : 2762

745 Fifth Avenue  
New York, NY 10151  
(212) 588-0800

**CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that this correspondence is being transmitted via  
Electronic Filing Services on July 26, 2011.

\_\_\_\_\_  
Yedea H. Walker  
(Name of person signing transmittal)  
\_\_\_\_\_  
  
\_\_\_\_\_  
Signature  
\_\_\_\_\_  
7/26/2011  
\_\_\_\_\_  
Date of Signature

**AMENDMENT UNDER 37 C.F.R. § 1.116**

**Mail Stop AF**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**July 26, 2011**

Dear Sir:

This Amendment responds to the Office Action dated May 31, 2011 (Paper No.  
20110526). Please amend the above noted application as follows: